

Rep Order# 8841420 Ver# 1 Status New
EC'd Yes

Traffic Order# 36946

Printed: 08/09/2012 1:40 PM
Last Received: 08/08/2012 11:58 AM
Showing Buylines: All Lines

1 of 5

Station KLAS-TV LAS VEGAS
Advertiser () HELLER, DEAN
Product HELLER/SENATE/REP
Estimate#
Buyer NEIL WILLIAMS
Phone#
Fax#

Agency () STRATEGIC MEDIA SERVICES
3299 K STRETT NW, SUITE 200
WASHINGTON, DC 20007
Agency C/P1/P2/E
Flight Dates 09/12/2012 - 09/18/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

DEAN HELLER FORF US SENATE *****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	W-F	5A-6A		:30	\$185.00	09/12-09/14	3	1	3	\$555.00	
		Buyline Comment: 6A NEWS										
	2	M-TU	5A-6A		:30	\$185.00	09/17-09/18	2	1	2	\$370.00	
		Buyline Comment: 6A NEWS										
	3	W-F	6A-7A		:30	\$250.00	09/12-09/14	3	1	3	\$750.00	
		Buyline Comment: 6A NEWS										
	4	M-TU	6A-7A		:30	\$250.00	09/17-09/18	2	1	2	\$500.00	
		Buyline Comment: 6A NEWS										
	5	W-F	7A-9A		:30	\$165.00	09/12-09/14	3	1	3	\$495.00	
		Buyline Comment: EARLY SHOW										
	6	M-TU	7A-9A		:30	\$165.00	09/17-09/18	2	1	2	\$330.00	
		Buyline Comment: EARLY SHOW										
	7	W-F	9A-10A		:30	\$275.00	09/12-09/14	3	1	3	\$825.00	
		Buyline Comment: LIVE WITH KELLY										
	8	M-TU	9A-10A		:30	\$275.00	09/17-09/18	2	1	2	\$550.00	
		Buyline Comment: LIVE WITH KELLY										

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	9	W-F	10A-11A		:30	\$400.00	09/12-09/14	3	1	3	\$1,200.00	
				Buyline Comment: PRICE IS RIGHT								
	10	M-TU	10A-11A		:30	\$400.00	09/17-09/18	2	1	2	\$800.00	
				Buyline Comment: PRICE IS RIGHT								
	11	W-F	11A-12P		:30	\$500.00	09/12-09/14	3	1	3	\$1,500.00	
				Buyline Comment: YOUNG & RESTLESS								
	12	M-TU	11A-12P		:30	\$500.00	09/17-09/18	2	1	2	\$1,000.00	
				Buyline Comment: YOUNG & RESTLESS								
	13	W-F	12P-1230P		:30	\$275.00	09/12-09/14	3	1	3	\$825.00	
				Buyline Comment: NOON NEWS								
	14	M-TU	12P-1230P		:30	\$275.00	09/17-09/18	2	1	2	\$550.00	
				Buyline Comment: NOON NEWS								
	15	W-F	1230P-2P		:30	\$350.00	09/12-09/14	1	1	1	\$350.00	
				Buyline Comment: BOLD/LET'S MAKE								
	16	W-F	2P-3P		:30	\$350.00	09/12-09/14	1	1	1	\$350.00	
				Buyline Comment: TALK - CBS								
	17	W-F	3P-4P		:30	\$375.00	09/12-09/14	3	1	3	\$1,125.00	
				Buyline Comment: ELLEN								
	18	M-TU	3P-4P		:30	\$375.00	09/17-09/18	2	1	2	\$750.00	
				Buyline Comment: ELLEN								
	19	W-F	4P-5P		:30	\$350.00	09/12-09/14	3	1	3	\$1,050.00	
				Buyline Comment: 4P NEWS								

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	20	M-TU	4P-5P		:30	\$350.00	09/17-09/18	2	1	2	\$700.00	
				Buyline Comment: 4P NEWS								
	21	W-F	5P-630P		:30	\$400.00	09/12-09/14	6	1	6	\$2,400.00	
				Buyline Comment: 5P NEWS								
	22	M-TU	5P-630P		:30	\$400.00	09/17-09/18	4	1	4	\$1,600.00	
				Buyline Comment: 5P NEWS								
	23	W-F	630P-7P		:30	\$275.00	09/12-09/14	3	1	3	\$825.00	
				Buyline Comment: INSIDER								
	24	M-TU	630P-7P		:30	\$275.00	09/17-09/18	2	1	2	\$550.00	
				Buyline Comment: INSIDER								
	25	W-F	7P-8P		:30	\$300.00	09/12-09/14	3	1	3	\$900.00	
				Buyline Comment: ET/INSIDER								
	26	M-TU	7P-8P		:30	\$300.00	09/17-09/18	2	1	2	\$600.00	
				Buyline Comment: ET/INSIDER								
	27	W-F	11P-1135P		:30	\$500.00	09/12-09/14	3	1	3	\$1,500.00	
				Buyline Comment: 11P NEWS								
	28	M-TU	11P-1135P		:30	\$500.00	09/17-09/18	2	1	2	\$1,000.00	
				Buyline Comment: 11P NEWS								
	29	TU	9P-10P		:30	\$2,000.00	09/18-09/18	1	1	1	\$2,000.00	
				Buyline Comment: NCIS:L//NCIS 9								
	30	W	9P-10P		:30	\$2,300.00	09/12-09/12	1	1	1	\$2,300.00	
				Buyline Comment: CRIMINAL MINDS								

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	31	F	9P-10P		:30	\$1,300.00	09/14-09/14	1	1	1	\$1,300.00	
				Buyline Comment: MENTALIST								
	32	SA-SU	11P-1135P		:30	\$300.00	09/15-09/16	2	1	2	\$600.00	
				Buyline Comment: WKND LATE NEWS								
	33	SA	5A-7A		:30	\$75.00	09/15-09/15	1	1	1	\$75.00	
				Buyline Comment: CBS SAT AM								
	34	SA	1230P-4P		:30	\$250.00	09/15-09/15	1	1	1	\$250.00	
				Buyline Comment: SEC FOOTBALL								
	35	SA	5P-7P		:30	\$185.00	09/15-09/15	1	1	1	\$185.00	
				Buyline Comment: WKND NWS								
	36	SA	9P-10P		:30	\$450.00	09/15-09/15	1	1	1	\$450.00	
				Buyline Comment: CRIMETIME								
	37	SU	630A-8A		:30	\$225.00	09/16-09/16	1	1	1	\$225.00	
				Buyline Comment: CBS SUN AM								
	38	SU	8A-830A		:30	\$225.00	09/16-09/16	1	1	1	\$225.00	
				Buyline Comment: 8A NEWS								
	39	SU	930A-10A		:30	\$175.00	09/16-09/16	1	1	1	\$175.00	
				Buyline Comment: 930A NEWS								
	40	SU	10A-1P		:30	\$1,800.00	09/16-09/16	1	1	1	\$1,800.00	
				Buyline Comment: NFL								
	41	SU	5P-7P		:30	\$225.00	09/16-09/16	2	1	2	\$450.00	
				Buyline Comment: 5P NEWS SUN								

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	42	SU	7P-8P		:30	\$1,300.00	09/16-09/16	1	1	1	\$1,300.00	
				Buyline Comment: 60 MIN								

—REPORT TOTALS—

Report Totals: 88 / \$35,285.00

—SALES MONTHLY TOTALS—

Sep 12: 88 / \$35,285.00
Sales Totals: 88 / \$35,285.00
Station Totals: 88 / \$35,285.00
Lines not sent/rcld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	\$117,617	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books null
Demos RA35+